

United States Census 2000

Census Partnerships

Partners can help dispel myths about the census and explain that the answers given are confidential. They can issue public statements of endorsement, hold press conferences, write newsletters, articles, brochures and handouts.

D-3210 (Rev. 6-99)

U.S. Department of Commerce
Economics and Statistics Administration
BUREAU OF THE CENSUS

We Can't Do It Without You

Partnership Is Our Number 1 Priority for Census 2000.

Priority one for Census 2000 is to build partnerships at every stage of the process. The Census Bureau cannot conduct the census alone. It needs to mobilize strong partners to help in accomplishing the goal of a complete census. State and local governments, tribal governments, non-governmental organizations, businesses and the media can all help to spread the word about the census and to encourage the active participation of everyone.

Partnerships With State, Local and Tribal Governments.

These governments know their local conditions and circumstances better than the Census Bureau ever will. They can help:

- identify a Census 2000 coordinator to develop a partnership
- develop a plan of action to promote and encourage participation in Census 2000
- correct our maps and address lists
- recruit workers, including enumerators and volunteers
- place questionnaires where people will find them
- organize census promotional events
- provide space for testing and training census employees.

Partnerships With National and Community Organizations.

These groups know their constituents better than either the Census Bureau or any other governmental office. The groups can alert the Bureau to the best ways to communicate with their constituents to ensure that they are counted. They can:

- sponsor community events to promote the census
- tailor appropriate messages to organizational members and community residents
- recruit workers, including enumerators and volunteers
- provide space and volunteers for Questionnaire Assistance Centers.

Partnerships With Businesses.

In order to be "world class" in every stage of Census 2000, the Census Bureau must find private sector partners who can:

- place census messages on their products
- display and distribute census materials in places of business
- sponsor community events to promote the census.

Partnerships With the Media.

Print, audio and electronic media can:

- do stories on the importance of Census 2000
- donate advertising space or time
- provide live coverage of census events
- enlist local media personalities to take part in census promotional activities
- make sure you're included, and we'll make additional forms available to you.

An Equal Opportunity Employer
U.S. Census Bureau



For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

Atlanta 404-331-0573
Boston 617-424-4977
Charlotte 704-344-6624
Chicago 312-353-9759
Dallas 214-655-3060
Denver 303-231-5029
Detroit 248-967-9524
Kansas City 816-801-2020
Los Angeles 818-904-6522
New York City 212-620-7702
or 212-620-7703
Philadelphia 215-597-8312
Seattle 206-553-5882

1990 Partnerships

So many governments and organizations worked hard to promote the 1990 census in creative ways. A few examples are listed below:

American Association of Retired Persons – Endorsed the census through a targeted radio program and articles in its *Modern Maturity* magazine and news bulletins.

Mexican American Legal Defense Education Foundation – Appointed a coordinator to work with Hispanic community-based organizations; secured private sector sponsors to fund and develop materials and events; and conducted news conferences and workshops stressing the importance of a complete count to Hispanics.

Organization of Chinese Americans and Chinese Consolidated Benevolent Corporation – Developed messages and newsletter articles aimed at encouraging chapters to promote the census locally; distributed promotional materials; and created tailored outreach and recruitment materials for Chinese cultural events.

The National Association for the Advancement of Colored People and Southland Corporation (organization/business partnership) – Southland sponsored the development of promotional materials and provided space in 7-11 stores for NAACP volunteers who provided questionnaire assistance and distributed materials; volunteers assisted census staff in the “Were You Counted?” and “It’s Not Too Late” campaigns.

National Congress of American Indians – Included presentations at conferences and executive board meetings; endorsed the census; and asked members to recruit census takers.

The National League of Cities – Featured the census in workshops and exhibits at conventions; published a newsletter on the census; developed Public Service Announcements for local governments’ use; produced a video on how local governments could promote the census.

Giant Food, Inc. – Placed educational articles in newsletter to customers, employees/families and community-at-large. Cashiers wore census pins; posters were placed in stores; ads were printed on milk cartons and placed in advertising on Census Day. Published a front-page article on census in its newsletter to 26,000 employees.

Cities – Many cities made important contributions to the 1990 census partnership effort. **The City of Los Angeles** brought together 300 community leaders to form a Complete Count Committee; created their own census slogan and logo; inserted census messages in city mailings; developed promotional materials in various languages and disseminated them through service programs; included the census message on the city’s Rose Bowl parade float; created a speaker’s bureau for city employees; sponsored a census art contest for people without housing and a video to show at shelters; and the mayor and city council members issued endorsements. **The City of Detroit** created a multicultural campaign to recruit census takers; hosted census block parties and parades in hard-to-count neighborhoods; and put together a media campaign including a video, billboards, transit cards, brochures, and print ads. **The City of Milwaukee** produced bumper stickers, buttons, and balloons; prepared press releases; secured private sector sponsors for a kickoff event that featured local entertainers; created a census mascot who appeared at schools, malls and elder care centers; a popular local group created and performed original census rap song; and an all-star team served as census spokespersons. **The City of Orlando** produced bumper stickers for city and county vehicles; placed messages in utility bills; and enlisted professional basketball stars for promotional appearances. Local shopping malls gave discounts for ready-to-mail census questionnaires.